



# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

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VOL. IX.      NEW YORK, NOVEMBER 29, 1893.      No. 22.

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**A Great Daily**      **64,712**  
NEWSPAPER,      -      -

**A Great Sunday**      **75,020**  
NEWSPAPER,      -      -

**A Great Weekly**      **78,525**  
NEWSPAPER,      -      -

These figures show the actual average circulation for October of each Daily, each Sunday and each Weekly issue of

## The San Francisco Examiner

which circulation is greater than that of any other newspaper west of Chicago, and is fully equal to the combined circulation of both the other two San Francisco morning newspapers.

How and where, except through THE EXAMINER, can you speak to so many of the thinking and buying classes in California and the far West?

**W. R. HEARST, Proprietor.**

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W. J. RITCHIE, Eastern Agent, 186 World Building, New York,

# DON'T



expect to grow rich from one insertion of an advertisement. The man who does will get more disappointment than profit from it.

Continuous insertions of properly constructed matter aid men endowed with sensible ideas to build up a business.

The business, so built up, if carefully looked after, makes them rich.

Continuous advertising helps men to accumulate fortunes; it doesn't do so unaided, however.

Which leads us to say, that there are many rich men using the Atlantic Coast Lists by the year. They keep on using them year after year, and keep on growing richer year after year.

They are worth following.

○ ● ○

**1400 Local Papers. One-sixth of all the country readers of the United States reached every week.**

○ ● ○

One order, one electrotype does the business.

**CATALOGUE FREE.**

**ATLANTIC COAST LISTS, 134 LEONARD ST., NEW YORK.**

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. IX.

NEW YORK, NOVEMBER 29, 1893.

No. 22.

## DEATH OF AN OLD ADVERTISING AGENT.

Stephen R. Niles, at the head of the oldest advertising agency in the country, died at his home, 392 Beacon street, Boston, November 11. Mr. Niles was born in Portland, Me., in 1827, but when only nineteen years old he came to Boston, and entered the employ of the agency of which, at his death, he had been the owner for considerably more than forty years. This pioneer advertising agency was organized by Volney B. Palmer, and was being run on a very small scale when Mr. Niles became connected with it. His training had been that of a printing-office, but his work with Mr. Palmer at first was canvassing. Mr. Niles succeeded in this position the late S. M. Pettengill, whose name is also one of the landmarks in the advertising business. The business prospered, and upon Mr. Palmer's death Mr. Niles succeeded to the business. About nine months ago Mr. Niles suffered a stroke of paralysis, which eventually resulted in his death. Immediately after the first attack he formed his business into a corporation, which now bears the name of The S. R. Niles Advertising Agency, and

which will not be affected by his death. His only surviving son is Edward G. Niles, an artist.

Personally Mr. Niles was very popular, and he enjoyed a high standing for business probity. He was an enthusiastic traveler, and had made twelve visits to Europe.

In an editorial in the Boston *Journal*, in its issue of November 13, there appears the following just estimate of

the character of Mr. Niles:

"With the death of Stephen R. Niles closed the life and career of a good and worthy man. For nearly a generation past he was a conspicuous figure in the business and social life of Boston, and he enlisted the warmest esteem and regard of a wide circle of men and women. In his home life he was hospitality personified, and his business methods were



STEPHEN R. NILES.

those of a prompt, efficient and upright man."

ADVERTISEMENTS in cipher occasionally excite the curiosity of newspaper readers. It is said that the struggle in Portugal which resulted in the dethronement of Don Miguel, and the placing of Isabella on the throne, was conducted by means of cipher advertisements in the London *Times*.

## WITH ENGLISH ADVERTISERS.

By T. B. Russell.

LONDON, November 11, 1893.

The advertisement here reproduced is, though not particularly well-written, a favorable example of white on black, and it comes in for, and deserves, a good deal of attention. The bisection of the lady is certainly ingenious, and gives an attention-compelling quality to the announcement. It is a pity it



should be thrown away on such a commonplace wording—and one, moreover, that is decidedly ambiguous, too. Are the Dale rugs, etc., for sale by “leading” drapers (and why “leading”); or does Mr. Dale keep a shop and buy from the “leading” manufacturers?

\* \* \* \* \*

The Harness (Medical Battery Company) case has occupied so much space in my communications of late that I have qualms about its proving wearisome. However, it is so important that there is no passing it over; but in the absence of any startling develop-

ment the course of events will only be recorded briefly here, without comment.

\* \* \* \* \*

As I predicted, the public prosecutor did not move in the matter, but some private persons did. Harness was arrested at his house on Tuesday last, on the criminal charge, and with Dr. J. M. McCully, an ex-army surgeon, well known in the city as one of Harness' assistants, and personally rather popular as a good sort of fellow (he is a man of considerable experience and a capital *raconteur*), duly indicted on Wednesday for conspiracy. “Other persons” (one of whom, a Mr. Hollier, surrendered in court on hearing his name) were charged in the warrant, and the indictment was that they

did unlawfully combine, conspire, confederate and agree by false pretenses and fraudulent advertisements in newspapers and otherwise to defraud; and for that he did unlawfully conspire, combine, confederate, and agree with other persons to obtain by a false and fraudulent pretense the sum of £52 10s. and other sums of money from Jeremiah Brasyer with intent to defraud; and for that he did unlawfully conspire with other persons to obtain the sum of £2 2s. from one Kate Wilcocks, the sum of £26 5s. from Frederick Theobald Burbage, and the sum of £2 2s. from one William Hibberdine Manners, in each case with intent to defraud.

The accused were remanded for a week, trial fixed by the magistrate at two sureties for £250 each for Harness and Dr. McCully, and one for £100 for Hollier being found.

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Meantime, T. B. Browne, an advertising agent, who had a contract running with the company for fifty or sixty pounds a week moved for a winding-up order. The case was adjourned, without decision, for a week.

\* \* \* \* \*

In guide-books one sometimes sees a distinction drawn among different hotels—some being starred, or printed in a special type as “particularly recommended.” No doubt this is often fair and legitimate enough, but an aggrieved hotel-keeper has been causing not a little amusement by writing to the papers and telling how a guide-book advertising contractor wrote offering rates for insertion of his hotel in the list “‘specially recommended’ so much extra.” This is not calculated to enhance the general faith in guide-books, which are, no doubt, good media for hotels, especially those “‘specially recommended.” It is always a marvel to

me, however, that railway time tables and guide-books should get the amount of general advertising patronage that they do. The back page is no doubt good for something, but the advertising value of other parts cannot be very much. The same wonder overtakes one in looking over theater programmes (which, however, seem to have a class of advertising to themselves), charity bazaar books and the like. Who can possibly make these things pay as advertising media? Yet they get patronage, somehow.

\* \* \* \* \*

From the *Standard*, London:

**AIX-LES-BAINS.**—If a fascinating gentleman, who was at Aix-les-Bains in June, was fond of sketching, traveled about with an india-rubber bath, and admired two young ladies at the Casino, will communicate with Mr. William Francis, Club Chambers, Norris street, Haymarket, he will hear of something to his advantage.

The following, also from the *Standard*, reminds one of Mark Twain's famous Greeley-letter story:

**BEAUTY.**—Decision closes understanding. Still think caution only required (not cleverness) for success. Bluster has beaten love and cowed humor, and fuss will soon restore balance.

Here is just one more "agony" ad from yesterday's *Daily News*, which is singularly rich in the power of piquing curiosity. What is the matter with the advertiser's (or advertisee's, should I say) mother, anyhow?

**THE SAME.**—Do better, for mother grieves. Remember how precious you are, and what hope lies in front. Would it benefit to have her? She longs to be near you. Her accomplishments may be "hazy," but she is still able to be introduced.—Love.

\* \* \* \* \*

Apropos of personal advertisements, the Manchester *Examiner* says:

Society is in sore straits for means to amuse itself and kill time, but the following advertisement, quoted from a morning paper, indicates a more wretched state of things than ordinary mortals imagined: "A lady of good appearance and great conversational powers, moving in the best artistic and social circles, will be glad to give her assistance at parties.—Address Lady Vere de Vere." The importation of professionals to provide music, recitations, and other forms of entertainment has now become quite a regular custom, but the above makes one believe that "smart" society people have died out. There are rumors of the introduction of a dancing automatic gentlemanly machine, which will, after phonographically uttering "May I have the pleasure?" deftly encircle a "wallflower's" waist, whirl her round in the giddy waltz, and thus prevent her feeling the inconveniences of her situation.

Of course, the kind of being alluded to is perfectly well known, and in-

deed has often been the subject of advertisements. I saw an offer in a ladies' paper, with price and address all attached, to get a lady "presented" at the court of the queen, which was not altogether pretty, from the point of view of people who pretend to respect that kind of folly. It didn't hurt my feelings, however, because I don't.

\* \* \* \* \*

One of the illustrated weeklies in London has now a patent self-opening wrapper—that is, there is a piece of cotton, stained red at the end to call attention to it, along the line of the paste. Of course, by pulling the cotton backward, the wrapper is torn off, and a good deal of trouble saved, for it is rather a nuisance to get a tightly-rolled paper open without damaging it. I commend the device to the *Ladies' Home Journal*, which is so courteous as to pay me a monthly visit, and which I should welcome if it were only for the advertisements—and do welcome doubly for its attractive letter press and illustrations, which are always looked for by my family.

\* \* \* \* \*

The London weekly just alluded to prints on its cover a request to newspaper sellers to deliver it either flat or rolled—not folded. This is rather injudicious. A tightly-rolled paper is a horrid bore to get straight, but a folded one is easily righted.

#### AGAINST PROHIBITION.

This illustration is not, as might be supposed at first, a terrible example of the effects of strong drink. It is taken from the advertisement of a Buffalo manufacturer of saloon furniture, and



is supposed to present an argument against prohibition. The article that the thinnest of the gentlemen has under his arm is not a new fad in walking sticks, but is meant to represent a coffin.

## SIGNS OF DELIGHT.

A startling sign I came upon lately in Third avenue near Thirty-sixth street—"Buttons made to order from your own material." Surely there can be no wide invitation in this appeal, since even the most abject and groveling creature must needs have "a soul above buttons" when it comes to making them from his own material. Third avenue is rich in signs; a correspondent writes: "I was this morning startled by the announcement, 'Monkeys made to order,' in the window of a shop on Third avenue near Seventy-first street. A sign in a boot-shop on Madison street, 'Fine custom work made to order,' seemed to me unnecessary insistence." On Third Avenue (near Fourteenth street) the announcement of "The Solar Enlargement Co." "with fear of change perplexes" by apparent threat of astronomical catastrophe. The effect of this is curiously heightened by the sign, only next door but one, of Sol. Prowler, justifying the Rev. Mr. Jasper's declaration that "de sun do move."

Not least among incomprehensible signs is the offer of "Ham Pumps" at the corner of Barclay and Greenwich streets: "Meat Cutters, Sausage Stuffers, Lard Presses, Ham Pumps," it says. "Wonderment guesses" what a ham pump may be and for what use it may be—whether to pump up hams, like petroleum, or to pump things into hams, or hams into things, or into people, after the French manner of cramming poultry. But of all signs essentially incomprehensible was that of "Boy Wanted," appearing for months in a druggist's window on Fifth avenue. Sometimes it vanished for a day or two, but was certain to reappear; it may be there now. Absolutely incomprehensible, this; one would have expected that at its first display Fifth avenue would have been packed with applicants for the place. We have heard of an unfortunate New Yorker who incautiously ventured a two-line "ad" for an office-boy, and was so beset by a roaring crowd that he fled through some adjoining rooms, and sent up the janitor to post on his office door the notice, "Gone to Europe." What impossible things could have been expected from the druggist's boy who never came? Was he required to work night and day without food or sleep, or to compound prescriptions

written in Arabic, or was it proposed to try the new medicines on him? And how did all the boys in New York know that these or other inadmissible things pertained to the offer, so that they let the sign become dusty in the window? Familiar now on druggists' shops is the notice, "Public Pay Station," which, though doubtless referring to the telephone service, certainly is in accord with the traditional notion of retail druggists' prices.

Here is a letter from a Western university town, written by one of my most kind assistants: "Mr. Road is employed as a track-walker and inspector on a railroad in Oregon. Major Warfield is a military veteran, who, not long ago, visited San Francisco and was given a reception by the G. A. R. men. Dr. Trimmer is a surgeon in Pacific Grove, Cal.; his name, in connection with his profession, suggests possibilities which make us shudder. A. T. Work, of the same place, has sold his woodyard, and will take a merited rest before engaging in other employment. Mr. Slingerland is a real estate agent in Carson, Nev. There seems to be a fine, free carelessness about this name not unsuited to the sanguine dealer in land. In St. Louis there is a violin-teacher who evidently spells as he pronounces, the name on his sign being: 'Gustavus Dolfuss.' And here in—a man who advertises himself as a weaver of carpets says, by way of recommending his work: 'Last year in California I wove nearly 5,000 yards, and not one was dissatisfied,' leaving us in doubt as to whether the yards or the patrons were so well satisfied."—*The Outlook*.

## Classified Advertisements.

Advertisements under this head, two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

## WANTS.

THE ST. NICHOLAS MAGAZINE wants your attention, and deserves it.

USED Columbian postage stamps are bought by E. T. PARKER, Bethlehem, Pa.

TO EXCHANGE—First-class job office for dry goods, etc. "PRINTER," Bensalem, N. C.

CIRCULATION, sales and adv. increased for any publication. CON. ANNIS, Printers' Ink.

IF you want a first-class newspaper manager or circulator, address "A.," Printers' Ink, N. Y.

ALL Y. M. C. A.'s can issue a monthly now. Cost only \$5. Write VIM, Peoria, Ill., for sample.

CORRESPONDENTS, etc., find relief multicopying by new EXPRESS DUPLICATOR process.

A PRINTER, to take charge of a small country office. H. A. HUBBARD, New Lisbon, N. Y.

A CCT. File, a business necessity. Salesmen wanted. A.H.SWANK MFG. CO., Fremont, O.

**A**LL values Columbian stamps (except 2c.) wanted. CRITTENDEN & BORGMAN CO., Detroit.

**N**EW weather and secret society cuts for newspapers. Proofs free. CHAS. W. HARPER, Columbus, O.

**A**RTIST (pen work) desires engagement, or position at general pen work. N. ESPINOSA, 30 W. 15th St., N. Y.

**W**ANTED—By an all-around newspaper man, position in South. All references. "R.," care *Sunday Herald*, Canton, O.

**W**ANTED—Orders, at 10 cents a line, for a weekly family paper; 50,000 circ. proved. O. L. MOSES, 183 Nassau St., N. Y.

**C**OLUMBIAN stamps are purchased by JOHN P. COOPER, Red Bank, N. J. Send 5 cents in stamps for lists of prices paid.

**A**N editor and business manager will buy whole or part interest in first-class daily or weekly. "R.," Box 3212, New York.

**"S** MALL TALK ABOUT BUSINESS." By mail. Paper, 40 cents; cloth, 75 cents. FREMONT PUBLISHING CO., Fremont, Ohio.

**"S** MALL TALK ABOUT BUSINESS." A catchy booklet tells about it—sent free. FREMONT PUBLISHING CO., Fremont, Ohio.

**C**ONCAVE look weather strips for doors. Agents wanted; carpenters preferred. Send stamp to BURCAW CO., Hazleton, Pa., for terms.

**A**D man, experienced on large and small papers, now on prominent daily, desires to make change. All references. "ADMAN," Printers' Ink.

**R**EADY PRINTS—All sizes; low prices; varied features; special news service. UNION PRINTING COMPANY, 15 Vandewater St., N. Y.

**I**LLUSTRATED features for newspapers. Artistic, attractive, cheap. Send for proofs and particulars. Address CHAS. W. HARPER, Columbus, Ohio.

**A**DVERTISING space in every monthly publication, to advertise the Persian Corn Cure. Send lowest rates to MONROE COHN, 332 W. 51st St., New York.

**L**IBRARIANS and others have frequently to multiply writing. *Go on and waste time!* if you don't get free information of THE EXPRESS DUPLICATOR.

**L**ARGE advertising house desires a novelty for adv. gift. Would use large quantities. Send particulars. Meredith's Diamond Club, P. O. Box 736, Pittsburgh, Pa.

**W**ANTED—To sell, one-half interest in best newspaper plant in central Texas. Daily and weekly, and paying well. Address OBSERVER, Corsicana, Texas.

**H**OLIDAY advertising easily secured by using my illustrated features: all new; copy righted; give exclusive use. Send for proofs. CHAS. W. HARPER, Columbus, O.

**C**HRISTMAS features, advertising pages, borders, etc., for newspapers; all new; copy righted; exclusive use given. Send for proofs. CHAS. W. HARPER, Columbus, O.

**W**ANTED—Position, by an honest, sober, industrious, all-round printer; 7 years' experience in country. State wages. GEORGE L. BAKKALOW, Sayreville, New Jersey.

**C**UTS for advertisers. Bright, attractive, cheap. Absolute satisfaction guaranteed. Send for late proofs and particulars. Address CHAS. W. HARPER, Columbus, Ohio.

**E**XPERIENCED proprietary medicine adv't'r, to take interest in and management of est. medicine business. Small capital required. "J. J. C.," 123 Iglehart St., St. Paul, Minn.

**P**RINTER, 29, single, wants position as assistant editor and business manager of a home, farm or undenominational religious monthly or weekly. JOHN A. PIKE, Kokomo, Ind.

**W**ANTED—Single man, capable of doing editorial work, to assist publisher on morning paper in city of 25,000. State experience and salary. Address "C. N.," care Printers' Ink.

**N**EW department headings for newspapers. Send for proofs. CHAS. W. HARPER, Columbus, O.

**A** COMPETENT newspaper pressman desires position. Address "G.," care Printers' Ink.

**W**ANTED—Subscription solicitor for daily paper in town of 40,000, with contiguous population of 60,000. Good salary to hustler. Address "SOLICITOR," care Printers' Ink.

**W**HO DOES YOUR EMBOSSEING? Elegant designs in catalogue covers. Send for samples and prices. GRIFFITH, AXTELL & CADY CO., fine catalogue printers, Holyoke, Mass.

**T**HE EXPRESS DUPLICATOR benefits all. It multicopies quickly every handwriting, adv., design, music, in large numbers. BENSINGER DUPLICATOR COMPANY, 53 Nassau St., N. Y.

**W**ANTED—Goods of all kinds for mail order trade. Catalogues and price lists, with imprint, to be furnished and orders filled by the supplying firms. Address J. A. HALLOMON, publisher, Raleigh, N. C.

**W**HEN you want active, authentic agents' addresses, let us know. Can supply of any State or State; at \$1 per M. Have 30 M.; the lot, prepaid, for \$25; '93 names. S. M. BOWLES, J. F., Woodford City, Vermont.

**A**DVERTISING space wanted in all States, in exchange for job presses; five sizes. New, perfect; steel shafts and cut gears. Old printers say it is the best press in the market. Send for circular. "A. A. A.," Box 1631, New York.

**D**O you know a man with \$3,000 or \$5,000 to invest in a daily newspaper and can assume the business management? Stock company; good business; paying investment. For particulars address "CAPITAL," care Printers' Ink.

**T**O PUBLISHERS—Experienced translator of French novels for English publishers, prepared to undertake similar work for American firms. Personal interview in New York if desired. "TRAUCTEUR," P. O. Box 672, N. Y.

**\$15 A WEEK**, or commission, to take orders for the most salable book now published, especially for the holiday season. Address, at once, JOHN WILLIAMS, publisher, 37 Court St., Buffalo; 664 B'way, Albany; or 133 Duane St., N. Y.

**W**ANTED—Buyer for Gainesville, Georgia, INDUSTRIAL NEWS. Local weekly. Will sell for cost of material. Would take partner. Good business; live modern city. Center of gold, iron and timber; 1,200 feet above sea; mineral springs.

**N**EWSPAPERS, circulars, samples, etc., distributed in District of Columbia and adjoining States; signs nailed up; paint wall, bulletin, barn and fence advertising signs; mailing and addressing. HERMAN J. MARTIN CO., Washington, D. C.

**W**ANTED—To lease or purchase, whole or part interest in newspaper. A run-down or losing concern on easy terms preferred, where originality and uncommon energy and perseverance will achieve success. Address "AMBITION," care Printers' Ink, New York.

**D**OES your business need "booming"? I have original ideas and successful methods. A progressive paper in a Southern or Western city may secure my services after January 1st. Eight years at it, and former employers speak well of me. "UP-TO-DATE," Printers' Ink.

**W**E want you to work for us, thus making \$12 to \$35 per week. Parties preferred who can furnish a horse and travel through the country; a team, though, is not necessary. A few vacancies in towns and cities. Spare hours may be used to good advantage. B. F. JOHNSON & CO., 11th and Main Sts., Richmond, Va.

**D**O GOOD HOME SANITARIUM. Family doctor treatment. Cures or relieves any disease. Judiciously used, PREVENTS diseases. Needed by everybody. Editors, write me; I am almost certain that I can convince you that it will be to your advantage to exc. space for my outfit and directions. S. S. BUTLER, M. D., Los Gatos, Cal.

**W**ASHINGTON is the "Old Book Store" of the nation. No library should be without a representative here to "pick up" rare volumes of state history, etc. We faithfully and intelligently execute commissions of this character for institutions and individuals, and furnish information on all subjects at moderate fees. Address, with stamp, ASSO. INDUS. PRESS, Dept. of Research and Inquiry, 918 F. St., Washington, D. C.

**WE** want to supply libraries, reading-rooms and all who read with magazines, weekly and daily papers at a special price, lower than the publishers'. Catalogue free to all who mention Printers' Ink. Address KNICKERBOCKER SUB. AGENCY, Box 1,700, New York City, N. Y.

**FREE**—Franklin Fountain Gold Pen, guaranteed worth \$2.50, free with our "office box" of assorted toilet soaps, etc., especially for use in offices. Retail value of soaps, \$5.10; our price, \$3 for soaps; pen free. Terms, cash with order. **THE LARKIN SOAP MFG. CO.,** Buffalo, N. Y.

**B**USINESS manager, by a young man 30 years old, at present secretary and advertising manager of one of the leading daily papers of New England, a position as business manager of a small daily paper wishing to build up a business. Address "BUSINESS MANAGER," care Printers' Ink.

**A**N experienced advertising man, formerly business manager of large city daily, desires to change location. Successfully familiar with best modern methods in circulation and advertising. High testimonials as to character, capacity and originality of methods. Address "BOSTON," care Printers' Ink.

#### PREMIUMS.

**"BOX o' Brownies"** (rubber stamps, retail 25c.). **EAGLE SUPPLY CO.,** New Haven, Ct.

**O**UR catalogue has the best premiums. **HOME BOOK COMPANY,** 142 Worth St., New York.

**S**EWING machines half price to publishers. Lists free. **A. M. MACHINE CO.,** Chicago, Ill.

**C**HOICE collections of garden seeds as premiums; all sizes, all prices. **MANN & CO.,** Cape Vincent, N. Y.

**ST. NICHOLAS** celebrates his twenty-first birthday so successfully that the first edition of the November number is all sold.

**PREMIUMS**—Sewing machines are the best. Will increase your circulation. **FAVORITE MFG. CO.,** 342 Wabash Ave., Chicago, Ill.

#### BILL POSTING & DISTRIBUTING.

**A**DVERTISING matter effectively distributed. **GEORGE F. FORD,** Bedford Mass.

**C**IRCULARS, pamphlets, samples, etc., distributed anywhere from house to house at \$2 per M. Newspapers, catalogues, almanacs, etc. \$3 per M. Twenty per cent reduction on lots of 20,000 or more. Also bills posted, signs painted and tacked up, etc. Payment when work is done. Large contracts a specialty. **WESTERN NEW YORK ADV. AGENCY,** Batavia, N. Y.

#### LIBRARIES.

**L**IBRARIANS—You cannot afford to be without it! "Spiritualism Examined and Refuted" is the only book explaining and exposing this giant evil. Has highest commendations. Best binding, full gilt. 468 pp.; special to you \$1.10, prepaid. **C. F. SLEEPER,** Palmyra, N. J.

**L**IBRARIANS—Send your address and receive by return mail our clearance catalogue of miscellaneous books. Discounts 40 to 75 per cent from publishers' lists, as long as present stock lasts. Over \$10,000 worth of books at these discounts. **THE CHAIN & HARDY CO.,** Denver, Col.

#### ELECTROTYPES.

**S**END one of your metal base cuts and receive sample duplicate of same, mounted on lightweight metal base. **E. T. KEYSER,** 5 Beekman St., N. Y.

#### ILLUSTRATORS AND ILLUSTRATIONS.

**ST. NICHOLAS.**

**H**ANDSOME ILLUSTRATIONS for papers. Catalogue, 25c. **A. M. ILLUS. CO.,** Newark, N. J.

#### THEATER PROGRAMMES.

**A**DVERTISING in N. Y. theater programmes, season '93-'94. For rates, etc., address **ADOLPH STEIN,** 113 E. 14th St., N. Y.

#### ADVERTISING AGENCIES.

**A**LL indorse **ST. NICHOLAS.**

**G**EO. W. PLACE—NEWSPAPER ADVERTISING. 62 Broadway, New York.

**G**EO. S. KRANTZ, special advertising agent for N. Y. dailies. 102 W. 14th St., N. Y.

**N**EWSPAPER Advertising and Purchasing Agency. 19 East 14th St., New York.

**100** LEADING dailies, 5 lines, \$50. We do it. List free. **FLETCHER ADV. AGENCY,** Cleveland, O.

**I**F you intend to advertise in any manner in the U. S. consult us. **HERMAN J. MARTIN CO.,** 1902 7th St., Washington, D. C.

**I**F you wish to advertise anything anywhere at any time, write to the **GEO. F. JEWELL ADVERTISING CO.,** 10 Spruce St., New York.

**H**ICKS' Newspaper Advertising Agency. **WILLIAM HICKS,** proprietor, 150 Nassau St., New York.

**A** LIVE Washington letter in exchange for advertising space in your paper. Write us. **HERMAN J. MARTIN CO.,** 1902 7th St., Wash., D. C.

**C**HARLES H. FULLER'S NEWSPAPER ADV. AGENCY, 112-114 Dearborn St., Chicago, Ill., Temple Court, New York. Established 1880. Estimates cheerfully furnished.

**C**ONGRESS is in session. We are correspondents and reporters for newspapers all over the U. S. Write us. **HERMAN J. MARTIN CO.,** 1902 7th St., Washington, D. C.

**E**VERY advertiser should give our celebrated **Amenter** list a trial. Over 100 publications on list. Rates, 5c per line, 50c. per inch. Circulation ranges from two to ten thousand per issue. Prompt and reliable service. **WESTERN NEW YORK ADV. AGENCY,** Batavia, N. Y.

**T**HE INTER-STATE ADVERTISING AGENCY, of Kansas City, Missouri, a young and successful institution, would like an opportunity to compete for your business. It charges nothing for name, experience or ability—only for the space used. Our rates are what you want—ask for them.

#### MISCELLANEOUS.

**ST. NICHOLAS.**

**L**EVEY'S INKS are the best. New York.

**V**AN BIBBER'S Printers' Rollers.

**R**IPANS TABULES. Pleasant to take and contain nothing injurious.

**F**AMILY Ice Machine; ice in few minutes; \$10 and up. Filters, \$1.50. Seltz water machine, \$4.50 and up. **L. DERMIGNY,** 126 W. 25th St., N. Y.

**T**HE new "HANDY BINDER" for PRINTERS' INK is an admirable device for the preservation of your copies of PRINTERS' INK and is very neat and serviceable. We will send it, postpaid, on receipt of 60c., the cost of the "Binder." Address **PRINTERS' INK,** 10 Spruce St., N. Y.

#### MAILING AGENCIES.

**P**RINTERS!—Your circulars mailed to any extent in exchange for job printing. Send circulars immediately and we will send copy. **WEST. NEW YORK ADV. AGENCY,** Batavia, N. Y.

**P**UBLISHERS!—1,000 copies of your paper or 2,000 circulars mailed in x for a half-inch ad. More in proportion. Send on matter at once, and we will send the ad. **WESTERN NEW YORK ADV. AGENCY,** Batavia, N. Y.

**A**DVERTISERS!—Your circulars (any size) mailed to a fresh list of names each month at \$1 per M. Folio sheets, \$2 per M. Catalogues, \$5 per M. We furnish stamps and pay all expenses. Special: Will mail any amount up to 100,000 for any firm who agrees to pay for same within three months if results are satisfactory. Otherwise pay nothing. **WESTERN NEW YORK ADV. AGENCY,** Batavia, N. Y.



ADVERTISEMENT CONSTRUCTORS.

ST. NICHOLAS.

**C** H A R L E S A U S T I N B A T E S, 630 Vanderbilt Bldg., N. Y. "Ads that sell goods."

**M** Y ads induce belief in the advantages of advg. **SIDNEY C. LEWIS**, 54 Franklin St., N. Y.

**E** L M E R D W I G G I N S takes his own medicine. It does him good; would help you. See "Success Talks," below.

**F** I V E, catchy and convincing ads, \$5. If they don't suit I'll make them good or refund your money. **JED SCARBORO**, Station W, Brooklyn, N. Y.

**P** L A N S of advertising prepared. Ads written singly or in series. Primers and jingles for any business. Terms moderate. **JOHN S. GREY**, care Printers' Ink.

**C** A T C H I N G the eye is part of a good ad. In this a knowledge of type is absolutely essential. There isn't anything about type and printing that I don't know. In a practical way, too, mind you. I can set the type, lock up the form and print the paper myself, if need be. **CHAS. AUSTIN BATES**, 630 Vanderbilt Bldg., New York. "Ads that sell goods."

**S** U C C E S S T A L K S—I backed my own ads for \$30,000 last year, and they paid a profit of \$100,000. I will write you three attractive ads for \$5; four fetching and four smooth jingles, \$10; a clear, concise primer, \$25; a crisp, convincing booklet or prospectus, \$40. Pay when satisfied. Send full data. **ELMER DWIGGINS**, 132 E. 47th St., Chicago.

**N** E W S P A P E R charge just the same for printing poor ads as they do for "ads that sell goods." You wouldn't think the man very smart who planted a lot of good garden seed and left it. It needs weeding and fertilizing. That's what I do for your advertising—I fertilize it—make it productive—make it pay. For retailers, 3 ads \$5; 10 ads \$25. Outside ordinary retail lines I charge more—as much more as the work is worth. Write to me about it. **CHARLES AUSTIN BATES**, 630 Vanderbilt Bldg., N. Y.

**F** O R R E T A I L E R S—I make more or less of a specialty of writing for retail dealers. They are next to the people; they must get direct returns from their advertising, and I have been very successful in bringing such returns. I do not claim any transcendent "literary" ability. I don't really care much how an ad sounds, so long as it sells goods. I study human needs and human nature. I try to find some good reason why folks should buy the thing I'm writing about, and then I put that reason into clear, forcible English. Drive it right home to their understanding—appeal to their good sense. I try to make my readers feel that the thing I write of is necessary to them. Tell them why they ought to have it, and why they ought to "buy it at Smith's." There's no secret about it. It's easy when you know how—I've spent eight years learning, though, and I'm still learning. **CHARLES AUSTIN BATES**, 630 Vanderbilt Bldg., New York. "Ads that sell goods." Retail ads, 3 for \$2; 10 for \$5. Cash with order.

NEWSPAPER INSURANCE.

**I** N S U R E present and future business by using **ST. NICHOLAS**.

**O** N C I R C U L A T I O N—What made London *Tit-Bits*? How did *Answers* reach 700,000? *Fearson's Weekly* nearly a million! *New York Press* and *Advertiser* increase 30 per cent in a year! Only one answer—FREE INSURANCE! **THE COUPON COMPANY**, No. 173 Broadway, New York, is the only agency in the United States for making contracts with newspapers for use of coupons. Write or call. Always happy to confer with business managers.

TO LET.

**A** D V E R T I S I N G space in **ST. NICHOLAS**.

**T** O L E T—Front office in building No. 10 Spruce Street. Large and well lighted; steam heat; electric light. For further particulars address **GEO. F. ROWELL & CO.**

ADVERTISING NOVELTIES.

**A** D V E R T I S I N G rates unvariable in **ST. NICHOLAS**.

**M** A Z Z A R O T H—Beautiful calendar in colors. Send stamp. **BIGGS**, Box 645, Louisville, Ky.

**\$1** M A K E S 24 people happy all winter! Simple, etc., 4 cts. "CORYZI," Wurtsboro, N. Y.

**P** R I M E R S by Powers. Some of his best work and mine. Samples, 10c. **M. R. WALTER**, Scranton, Pa.

**S** E W I N G machines will boom your circulation. Write for particulars and prices. **FAVORITE MFG. CO.**, 342 Wabash Ave., Chicago, Ill.

**S** O U V E N I R S, show-cards and leaflets designed, printed and illustrated from nature, in life colors. **LANDON PTG CO.**, Columbus, O.

**W** A L L paper in your premium lists would be a great success. For particulars address **A. L. DIAMANT & CO.**, 1624 Chestnut St., Phila.

**L** O W cost metal adv. novelties. Steel type for lettering on metals. Brass and German silver checks and plates for all purposes. **G. W. JOHNSON**, Mfr., Box D, Meriden, Ct.

**C** H R I S T M A S—New, novel, unique illustrations for holiday advertising; copyrighted; exclusive use given. Send for proofs and particulars. **CHAS. W. HARPER**, Columbus, O.

**C** L O C K S for advertising purposes, by the hundred or thousand; paper-weight clocks with advertisement on dial. Address **SETH THOMAS CLOCK CO.**, 49 Maiden Lane, New York.

**F** O R the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines, 25 words or less, will be inserted under this head once for one dollar.

SUPPLIES.

**L** E V E Y ' S I N K S are the best. New York.

**V** A N B I B B E R ' S Printers' Rollers.

**Z** I N C for etching. **BRUCE & COOK**, 190 Water St., New York.

**A** D V E R T I S I N G supplies business when nothing else will. **ST. NICHOLAS**.

**"P** E E K L E S S " C A R B O N B L A C K. For fine inks—unequaled—Pittsburg.

**W** O O D T Y P E. Fine faces; good catalogue; low prices. **HEBER WELLS**, 8 Spruce St., N. Y.

**T** R Y T Y P E from **BRUCE'S NEW YORK TYPE FOUNDRY**, 13 Chambers St., New York. Best and cheapest. Get their prices before purchasing.

**T** H I S P A P E R is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, L'd, 10 Spruce St., New York. Special prices to cash buyers.

**P** A P E R D E A L E R S—**M. Plummer & Co.**, 49 Beekman St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

ADDRESSES AND ADDRESSING.

ST. NICHOLAS.

**E** N V E L O P E S and circulars addressed, \$2.25 per thousand. **G. P. VAN WYE**, Chicago.

**13,399** M A R Y L A N D farmers' fresh names and addresses for sale, or exchange for advertising space. **L. E. PRICE**, Damascus, Md.

**T** W E L V E hundred addresses of farmers in Ky., Tenn. and Va., only 10 names from any one p. o. All received since Oct. 1, 1893. Only \$1. **E. T. HURST**, pub. *The Miscellany*, Middleborough, Ky.

**P** E R S O N S who have facilities for bringing addresses of names and consumers into contact through lists of names and addresses may announce them in 4 lines, 25 words or less, under this head once for one dollar. Cash with order.

## FOR SALE.

**A** DVERTISING space in ST. NICHOLAS.

**\$3.50** BUYS 1 INCH. 50,000 copies Proven. WOMAN'S WORK, Athens, Ga.

**G**AZETTE ADVERT RECORD—For papers, \$1 Testimonials. GAZETTE, Bedford, Pa.

**T**YPE-SETTING machine (Thorn). \$700. Good condition. "W. H. H.," Printers' Ink, N. Y.

**1**0x15 rotary Jobber, like Gordon; 1,300 lbs.; good order; \$100. H. A. HUBBARD, New Lisbon, N. Y.

**B**ACKUS water motor, nearly new, 4-horsepower. MALTBE CHEM. CO., Buffalo, N. Y.

**A**T one-half price, nearly new Babcock Dispatch No. 7. THE DAY, New London, Conn.

**H**ANDSOME ILLUSTRATIONS for papers. Catalogue, 25c. A.M. ILLUS. CO., Newark, N. J.

**H**OLIDAY advertising papers and cuts for sale by the MERCHANTS' ADVERTISING CO., Scott & Bowne Bldg., New York.

**M**EDICAL Journal for sale. Paying business for active man. Established 6 years. Good clientele. Ad. "MEDICUS," care Printers' Ink.

**6x10** CHAMPION press, 25 lbs. brevier, 15 fonts job type, lead cutter, rule, border, \$60. CARR, 127 Arlington St., Cleveland, O.

**O**WING to continued ill-health, I desire to sell, for \$5,000, my half interest in a paying and growing weekly newspaper in Milwaukee. Address "D. E.," care Printers' Ink.

**S**EVERAL lots of desirable nervous debility letters, subscription letters and miscellaneous letters for sale, or rent for copy. Write us. A. LEFFINGWELL & CO., Boyce Bldg., Chicago, Ill.

**F**OUR Century Calendars. Will be preserved by the receiver. Cost is small. Can be mailed with any letter without extra postage. Will send sample and prices on receipt of four cents. JOHN KACHELMAN, JR., Evansville, Ind.

**M**USIC PLATES—Many papers find it of great advantage to insert a piece of music every week. We have over 3,000 plates, which we will sell in lots to suit, at from \$1.50 each. For particulars write to F. TRIFET, 408 Washington St., Boston, Mass.

**F**OR SALE—Only afternoon paper in wealthy city of 35,000 inhabitants. Populous tributary country. Established 7 years. Type-setting machines. Reason for selling, own another afternoon paper on which wish to concentrate energies. Address "R. Y. H.," care Printers' Ink.

**A** RARE CHANCE—An illustrated weekly paper, with rapidly increasing national circulation (papers sold by newsboys), is for sale. The paper is now self-sustaining, and can be made to be one of the greatest money-makers in the country in a short time. Positive evidence of the above can be shown. Enforced change of climate, reason for selling. Address "C. S.," care Printers' Ink.

**O**NE of the grandest enterprises for advertising purposes (involving an outlay of over \$100,000 and of seven years' labor in perfecting) is now ready to be placed on the market, to be disposed of, by sale of territorial rights, or entire, if desired. To business men commanding from \$1,500 to \$25,000 a return, in six months, of \$5 or more for every \$1 invested is positive. The nature of the enterprise being one of public interest will commend itself to advertisers wherever shown, and enables them to control an advertisement, 10 by 12, for an entire year, for \$5. A personal investigation of this enterprise (now on exhibition) is necessary, to more fully understand and appreciate its merits. E. J. JONES, JR., 401 Bennett Bldg., Nassau St., N. Y.

## ADVERTISING MEDIA.

**S**T. NICHOLAS.

**S**EATTLE TELEGRAPH.

**T**HE Le Roy (N. Y.) GAZETTE is a first-class weekly newspaper.

**A**LERT advertisers advertise in KATE FIELD'S WASHINGTON, Washington, D. C.

**40** WORDS, 6 times, 50 cents. ENTERPRISE Brockton, Mass. Circulation, 7,000.

**T**HE ENTERPRISE, Smithville, Ga. 10 columns, all home print; 1,000 subscribers.

**A**DVERTISERS' GUIDE. Mailed on receipt of stamp. STANLEY DAY, New Market, N. J.

**C**OURRIER DE FRANCE, 10,000 ex. mo. Best adv. in Franc.-Am. pop. 130 W. 25th St., N. Y.

**I**COVER the State of Indiana, 13 leading families. FRANK S. GRAY, 12 Tribune Bldg., N. Y.

**T**HE MANITOBA (Monthly Magazine), Winnipeg, Man. Circ., 3,116; largest, 9,000, 3c a line.

**O**ur Southern Home, 40p. mo. Immigration journal. Cir'n large, advg rates low Hamlet, N. C.

**N**EWBURGH, N. Y. Pop. 25,000. The leading newspaper, daily and semi-weekly JOURNAL.

**W**ISCONSIN AGRICULTURIST, Racine, Wis. Proved circulation, 30,000; 20 cents a line.

**A**NY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

**C**HRISTMAS edition Lovejoy PICAYUNE, Dec. 14; 8 pages, 6 cols. Rates, 25c. per in., net. Address W. H. GRANT, Lovejoy, Ga.

**A**LBANY, N. Y. TIMES UNION, every evening, and WEEKLY TIMES, reach everybody. Largest circulation. Favorite Home paper.

**T**HE Church Press Association, Incorporated, publishers of twenty Church Magazines, combined circulation, 35,000. Samples and rates on application. 10 1/2, 18th St., Phil'a, Pa.

**W**HY not try OUR HOME AND YOUTH'S JOURNAL, Rose, N. Y. A trial ad is solicited for Jan. issue at 25c. a line. Guaranteed circ. to exceed 50,000. Space limited. Forms close Dec. 15.

**H**OMES AND HEARST'S will be a winner for advertisers; 50,000 copies monthly, every copy circulated; 40c. line; yearly orders 32c. send to WATTENBERG'S AGENCY, 21 Park Row, N. Y.

**P**ANAMA STAR AND HERALD—D. and W.; pub. at Panama; est. 1849. Eng and Span. editions cover Mexico, Cent. and So. America. Cir., 27,000. ANDREAS & CO., gen. agents, 52 Broad St., N. Y.

**C**OLUMBUS, Central, Southern, and Southeastern Ohio offer a rich field for advertisers. THE OHIO STATE JOURNAL—Daily, 14,500; Sunday, 17,000, and Weekly, 23,000—covers the field. All leading advertisers use it.

**"S**IGNS OF THE TIMES," Middletown, N. Y., has opened its columns to a limited number of select advertisements. Established in 1832, in the interest of the Old School Baptist Church. Never has an ad been accepted until now. Rate cards sent upon application.

**F**RATERNITY PAPERS—I am special agent for all the official and leading papers of the various fraternal orders. One inch, one time, in 18 of the best papers, will cost \$25. Rates furnished on special lists of Masonic, Royal Arcanum, A. O. U. W., Knights of Pythias and all others of this class. Send for list and rate card. GEO. S. KRANTZ, Special Agent, 102 W. 14th St., N. Y.

**T**HE wives of advertisers in THE AMERICAN FARMER AND FARM NEWS and WOMAN-KIND wear sensible looks, and the advertisers themselves are clothed in well-fitting, tailor-made suits, because the "ads" in these journals bring in lucre by the barrel. Their children—bless their dear hearts—are warmly clad, and comfort pervades their homes. Remember that the circulation of these two journals among the best people of this country is guaranteed to exceed 215,000, and that GEO. S. BECK, 193 World Bldg., N. Y. City, is the Eastern "ad" manager.

**E**VERY merchant wants a paper of some kind, to judge from our mail. Only one trouble, they cost too much. So, to avoid this, we have hit upon a 4 page paper; contains 6 pages of illustrations, jokes, etc., and the first and last pages left blank for the customer's advertisements. We ship in sheets, so that the purchaser can print these 2 pages at home to his own taste. These do work up in very attractive style, and are selling well. Our price helps to rush them off—\$8.00 per 1,000. Just the thing for printers to keep in stock. We get them up new and fresh every month. December number is just out. Send orders to W. P. WHEELER, 132 Nassau St., N. Y.

# The President

of a Western Business University advises us that instruction in Advertising is to be added to the curriculum of that educational institution, and we welcome the joyful intelligence.

The necessity for such a branch of education is apparent to us. We hope those who are to introduce it will be learned and practical, wise in their generation, successful in achievement. But until the good seed which they may plant shall grow and ripen, we will, as heretofore, act as guides and counsellors to those who grope in darkness, a sign-post on the road to prosperity, pointing out the straight path and the narrow way.

In the preparation and arrangement of advertising matter, the selection of mediums especially adapted to the needs of every individual advertiser or variety of business, the ability to get the most and the best for each dollar of expenditure, the watchful care in looking after the business handled by us and guarding our customers' interests in every intelligent way, we shall maintain our pre-eminence, and we invite all intending advertisers to confer with us freely, command our services, and obtain the benefit of the good things which we have accumulated during many years of active business experience.

  
**CORRESPONDENCE INVITED.**  


**The Geo. P. Rowell Advertising Co.,**

**NEWSPAPER AND MAGAZINE ADVERTISING,**

**10 SPRUCE STREET, NEW YORK.**

## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

## PUBLICATION OFFICES:

No. 10 Spruce Street, New York:

No. 138 Fleet Street, E. C., London.

Issued every Wednesday. Subscription Price:  
Two Dollars a year. Three Dollars a hundred;  
single copies, Five Cents. No back numbers.

JOHN IRVING ROMER, EDITOR.

NEW YORK, NOVEMBER 29, 1893.

LESTER B. SMITH, for the last ten years an advertising agent, with offices in the Tribune Building, New York, died at his home of pneumonia, Nov. 23. He was principally known through the placing of the large line of advertising of Dr. Pierce's remedies. He was born near Titusville, Pa., Oct. 30, 1850. Three months ago his wife died. A son and daughter survive him. The funeral was held in Buffalo.

ROBERT BONNER used to run some very large advertisements, but as they consisted merely of the same sentence repeated to the end, they can hardly be said to hold the record for the longest continuous advertisements. Perhaps the credit belongs to the London *News* of May 3, 1877. In this issue the translation of a debate in the Portuguese Parliament was inserted as an advertisement. It occupied eight columns.

It is well known that popular brands of liquors, wines, mineral waters, bitters, table sauces, etc., are counterfeited by the simple process of refilling the original bottles with cheap substitutes; but the public is hardly aware of the enormous extent to which this is carried on even by reputable dealers. It is a curious commentary on human frailty that a hotel or restaurant proprietor, whose reputation is above reproach, will consider it no offense to refill a bottle which originally contained Pepper whiskey or Worcestershire sauce with something which he claims as "just as good"—but which costs him less—and preserving the original label, sell the contents as genuine. This practice has had its effect on advertising, for the manufacturers claim that much of the money they have spent in printers' ink has

counted for nothing. An effort to prevent this diverting of the natural proceeds of good advertising is a new invention called Stevens' anti-fraud bottle-stopper. It is made of glass, and by means of a coating of insoluble cement becomes a part of the bottle. While a liquid can be readily poured out of a bottle equipped with this stopper, an automatic valve resists all efforts at refilling. It is interesting to learn that this invention was made by an advertising man, who found that this practice injured, to some extent, the advertising business.

MR. CYRUS H. K. CURTIS considers that the champion advertisement, so far as direct results are concerned, was that of the *Century Magazine*, which appeared in the *Ladies' Home Journal* a few months ago. It brought the advertiser 2,123 letters, each of which contained \$4 in cash. Can any one show larger direct results from a single advertisement?

J. L. STACK & Co., of St. Paul, Minn., announce the formation of their business into an incorporation, and a change of name to The J. L. Stack Co. The late junior partner, C. E. Ellis, retires, and Elmer H. Dearth becomes the secretary and treasurer of the new company.

SHAKESPEARE'S epigram, so often quoted by non-advertisers, "Good wine needs no bush," appears to date back to the days of Publius Syrus, one of whose maxims was: "You need not hang up the ivy branch over the wine that will sell."

## Advertising Novelties.

From the New York *Recorder*: A miniature nursing bottle, accompanied by a circular headed: "Not as young as it used to be," and dilating upon the *Recorder's* growth.

From Frank Kattenstroth, 187 Broadway, New York: A paper imitation of a purse well filled with bank-notes and checks. There is a white space on the front and also on the back for the insertion of an advertising card.

From *Comfort*, Augusta, Me.: A circular printed on a brilliant shade of red paper headed: "A red letter day." It is addressed to florists and seedsmen, and on the first page is a picture of a man pouring "printers' ink" from a watering can on a rapidly growing tree, from which hangs money. This is entitled "Raising Cash."

## MR. S. C. BECKWITH.

(A New York special agent expresses his opinion of a competitor.)

"What special agent does more business than any other in New York, and makes most money? Is there any one of whom that can be said without fear of contradiction?"

"Why, yes, Beckwith."

"Does any other do half as well as he does?"

"I don't believe that there is."

"Would you be surprised to learn that his business is worth more than the total of any other six that you can name, put altogether?"

"No, I don't believe that I would be surprised if the fact should be found to be about as you suggest."

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NO SAILING UNDER FALSE  
COLORS.

The advertisement that brings the most returns to the advertiser is the one that, on the face of it, shows that it is an advertisement.

It is a notice plainly describing what you are offering to the public.

The chances are that those who use these means to reach the public may be wearing diamonds when the man who tries to sneak his advertisement into a description of a sea-serpent swallowing an iceberg will be working the brakes on a gravel train.—*Atlanta Herald*.

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ADVICE NEEDED BY EDITORS.

"THE LADIES' HOME JOURNAL." }  
Edited by Edward W. Bok. }

Dear Mr. Romer:

One of my editors of the papers to which my literary letter goes sends this to me from my last letter, in the hope that I will send it to some periodical where it will be read by editors. I follow his suggestion, and send it to you. It will strike the "business man" of many a paper, and through him the editors.

Sincerely yours,

EDWARD W. BOK.

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COMMON SENSE FOR EDITORS.

Edward Bok, the editor of the *Ladies' Home Journal*, writing in his weekly literary letter to the newspapers, has this to say of a current evil in journalism, which will appeal strongly to scores of editors of dailies, as well as of magazines:

The great trouble with too many of us who sit in editorial chairs, whether of daily, weekly or monthly periodicals, is that we do not edit our periodicals enough for those who buy them. We go by far too much on the theory

that what interests us must interest the world at large, which is not true in one case out of ten. Our own hobbies and fads are far too often things only of immediate interest to ourselves. Editing, too, with an eye to the praise of our contemporaries, is a chief fault with the modern editor. He obtains a "beat" or a "scoop," if he be a newspaper man, or he induces some particular author or feature to come his way, if he be a magazine editor, and each wonders what the editor across the way or on the next block will think of his journalistic acumen. But, whether it is just the feature or the man which his public wants is all too frequently a secondary consideration. In short, we edit our periodicals too much from our editorial offices, or from our personal point of view, whereas, we should edit them more from the standpoint of the public. Not one-fifth of the editors of our periodicals have a clear enough conception of the public's wants in the way of reading matter. Actuated either by adding to the glory of their periodical, or of beating some other editor, they overlook that one great essential of editorial work—the ability to discern whether the public wants a certain article or not. To what extent, for example, does the newspaper reading public care about the fight now going on between the two great press associations? Not one iota! What does the public understand, or care to learn, whether this paper uses the United States service, or that paper has gone over to the Associated Press? In magazine reading, how many people are interested in a dry essay, covering sixteen pages of 1,600 words each, minutely analyzing Dryden's skull? Even such an article as that by Mr. Howells on "The Man of Letters as a Man of Business" was a mistake in the contents of a magazine of general circulation such as *Scribner's*. Of course, to those directly interested, the article was a treat of the rarest kind, but how many such are there among *Scribner's* subscribers?

All these elements enter into the important era in magazine literature upon which we are entering. No matter how cheap may be the price of a periodical, in its contents it must not only be interesting, but interesting to the largest number of its subscribers. And if the business end of our magazines is shortly to experience a revolution, not less a change should be apparent in the editorial conduct of some of them. The time has passed when any large number of people can safely be set to wondering why a certain article should be printed—the sense of general interest should be stamped on its face.

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DECISIONS ARE NOT INTENDED TO BE  
CONSISTENT.

"Our observation has been that the Post-office Department appears to prefer to decide each case irrespective and independent of any other case, although sometimes one decision is not consistent with another decision. As proof of this we could cite many examples."

WASHINGTON MANAGER ASSOCIATED  
INDUSTRIAL PRESS.

No Good for Advertising.—First Quack: Here is a letter it would hardly do for us to publish. A man writes: "I have just taken my first bottle of your medicine and I—"

Second Quack—Well?

First Quack—There it breaks off short and is signed in another handwriting, "See executor."—*Philadelphia Item*.

**Ready-Made Advertisements.***Original Suggestions From Various Contributors.*

Readers of PRINTERS' INK who make use of any advertisements appearing under this head will confer a favor by mailing a marked copy of paper containing same to the editor of PRINTERS' INK, Newspaper Box 250, New York City.

*For Bicycles—(By Top O'Collum).*

**"Daisy Bell's  
Wedding Trip,"**

which is reported to have been taken "on a bicycle made for two," may not have been a stylish affair, but it was certainly a sensible way of spending the honeymoon. There is no exercise pleasanter and healthier than cycling. You needn't pay a big price for a wheel if you buy it through us. We can give you points on wheels and teach you to ride, into the bargain.

VICTORY CYCLING COMPANY.

*For a Book Store—(By P. W. Blackmer).*

**READING ALOUD**

is a delightful practice for the long winter evenings. It cultivates a pleasant voice, and if you try to represent the author's characters the imagination will be stimulated. Of course one of the necessities is

**A GOOD BOOK,**

and it is at this point that we can help you. For

**OUR LARGE STOCK**

is open to your choice. We are willing to give suggestions, too.

*For a Paint Store.*

**PAINT THE  
TOWN RED**

is a threat often made—but never put in force—by sensible people. It costs too much money, and makes a very bad job. Your house—yes, you can paint it at a low figure

**WITH  
BRICKTOP'S  
READY-MIXED  
PAINTS.**

They are put up in all the standard colors, ready for use. Pure linseed oil and Atlantic white lead are used. They go further, last longer and give a better finish to either outside or inside work than any other paint on the market. No painter can commence to duplicate them for the money. \$.00 per gallon.

*For Shoes—(By Jed Scarboro).*

**DEAD**

certainties are not always certain, but here are three you can tie your faith and pin your dollars to. **LEATHERMAN'S**

**MEN'S**

shoes possess COMFORT, GENTLE APPEARANCE and DURABILITY. What more could you wish in

**SHOES,**

unless it be your down-trodden feet?

*For Real Estate—(By Top O'Collum).*

**Care Will****Kill a Cat!**

You needn't worry over your finances if your money is invested in good real estate. A house and lot can't run away or be stolen by a dishonest cashier. Even if the house burns down, the insurance leaves you as well off as you ever were.

**REAL ESTATE**

makes a good investment, that is, if it's the right kind. We have on our books some very desirable property. The owners must have ready money, and are willing to sell cheaper than the houses could be built.

*For a Grocer—(By H. S. Howland).*

**Who Likes  
Pancakes?**

If made right we all do; and  
To make right is  
To use the right Flour; and  
The right Flour is

**Maid of the Mill,**

which will be a delicious surprise to those who try it for the first time. This Flour is so pure and sweet it gives a peculiar charm to all kinds of pastry, which at once makes it prized by good cooks.

You all know the high character of our Coffees and Teas. Give us a trial. We can lubricate your dinner with some of our delicious

## THE PHILADELPHIA FOOD EXPOSITION.

*By Edward Hurst Brown.*

Although some advertisers are disposed to question the advantages to be derived from an exhibit of their products at a county fair, a pure food show or the like, there are enough who believe in the merits of this species of advertising to make the sixth Annual Food Exposition, now being held by the Philadelphia Retail Grocers' Association, a wonderful success. Whether they all believe there are direct advantages to be reaped from their displays, or whether they are actuated by the motives of one of the chief exhibitors, who confessed to me that the reason he had for taking a space was not so much the benefit to be derived from exhibiting his wares to the public, as it was because his principal customers were members of the association, and he could not well refuse—it is certain that there were more applicants for space than Industrial Hall would accommodate.

The post of honor is occupied by Wilbur's Chocolate, Cocoa and Cocoa-Theta exhibit, which occupies a large pavilion, covering a floor space of twelve by twenty-two feet, attractively draped in red and orange, the canopy top being set off by rows of tin cans containing these well-known products. Young ladies, in dresses of the same colors, dispensed tiny cups of cocoa to all comers. The rental for this space is \$500, and so desirable is it considered that Mr. Wilbur engaged it for this season before the close of last year's exhibition.

Facing the entrance, on the far side of the room, F. A. Path, the brewer, makes an attractive exhibit of Tivoli Export Beer, the central feature of which is a prettily carpeted and furnished dining-room, with the table spread for dinner, and a negro waiter in wax bringing in a couple of bottles of Tivoli Export.

A card proclaims in rhyme that :

"Pure beer is pure food,  
Tivoli Export is the purest brewed."

Our strict high-license laws prevent any sale or distribution of samples.

Heckers' Buckwheat occupies an adjacent space, with a long counter, back

of which two darkies in spotless white caps and jackets turn out appetizing buckwheat cakes, which are distributed impartially among the crowd. The wall is hidden behind an effective mash of buckwheat packages.

The stage is set as a garden scene, in the background of which is a farm. This is the exhibit of Heinz' pickles, apple butter and soup vegetables.

Colman's mustard is shown in a small booth, somewhat Turkish in design, draped in the familiar yellow, red and black colors of the labels.

Armour & Co. have two pavilions, in one of which they dispense samples of beef tea, and butterine, while the other, set with a number of small tables, furnished with dainty china, is devoted to White Label Soups. The New York Condensed Milk Co. occupy the space between them with an exhibit of the well-known Gail Borden Eagle Brand. They hand out a very attractive lithographed show-card.

The Cleveland Baking Powder is as usual on deck, with their space artistically draped in yellow and white. A cook-book, distributed to the ladies, is a useful advertisement, certain to be kept.

Chocolate Menier is dispensed from a corner space, the back and side of which are quite architecturally treated in white, blue and gold.

Pettijohn's Breakfast Food occupies a prominent position with a booth draped in white and blue. Nicely cooked samples on dainty china plates, with cream and sugar to suit the taste, are served by the young ladies in charge.

Horlick's Malted Milk is not only given out in cups, but small sample bottles are provided, sufficient to take home and test on the baby.

The central feature of the New York Biscuit Co.'s exhibit is a column of cracker boxes capped with a Liberty Bell in red, white and blue fancy biscuits, resembling immortelles.

The Home Brand Plantation Java Coffee has a large pavilion draped in pink, red and blue, from which a number of bright-faced colored women supply the visitors with cups of fragrant Java.

George Boyd & Sons show their Queen Table Syrup in a booth, carpeted and furnished like a dining-room, and made attractive by shining glass and china. A large sign over the front proclaims the fact: "Oh, I'm good!"

Michener's Star Hams are shown in

a prettily draped pavilion. They sell a miniature ham sachet packet at five cents, a merely nominal price, but intended to keep the human hogs from appropriating five or six each. Last year they sold 12,000 of these little hams.

Nearly every exhibitor gives out some form of attractively printed advertising matter, which appears to be carried away by the visitors. The women, of course, largely predominate, and they are much more apt to set store by such things than men are.

#### OUT-OF-PLACE ADVERTISEMENTS.

By "Jonah."

There is in New York a certain restaurant in which not only the wants of the body are attended to, but also those of the soul. That is to say that, while one is feeding his stomach, he may also feed the spirit by reading Scriptural phrases on the walls. Whether food tastes any better that way is a pure matter of conjecture, but the proprietor of the cafe referred to firmly believes that the sprinkling of a little Biblical advice around the room assists digestion and assuages hunger. Yet the trouble is that the card advertisements of certain dishes are intermixed with the scrolls from Scripture, and the result at times is far more laughable than edifying. Take, for instance, the sign:

CORN BEEF HASH,  
15 Cents,

being closely followed by the Christian admonition to

PREPARE TO MEET THY GOD.

Of course this may be no reflection upon the quality of the hash, but the two cards seem strangely ill-assorted.

In the same cafe one reads the commandment in bold red letters:

THOU SHALT NOT STEAL!

and this is inadvertently hung over an announcement to the effect that

The proprietor will not be responsible for any hats or overcoats lost or stolen.

Here again is a lack of harmony for which we cannot account, except on the theory that the proprietor did not give any particular attention to the arrangement of his signs.

A Cincinnati clergyman once adver-

tised his lecture by means of posters, which read at the commencement:

THE REV. T. PULPIT THUMPER  
WILL, ON SUNDAY NEXT,  
DELIVER HIS  
LECTURE  
ON

This was the top half of his poster, but the man who does very extensive billposting in that city stuck over the lower half some paper bearing the simple words:

#### ROUGH ON RATS.

Contrary to general expectation, Mr. Thumper had quite a good-sized audience of curious and interested people, but some of them, I understand, demanded their money back because the reverend gentleman confined his remarks strictly to "The Life and Times of St. Paul."

A popular preacher at the City Temple in London had a very interesting lecture, which drew many thousands of people during his stay in the church. This is the way the newspapers published the announcement:

THE REV. DEAN ———,  
AT CITY TEMPLE,  
SUNDAY, FEB. 27TH.  
SUBJECT,

"HOW TO ENTER HEAVEN."

Admission, Two Shillings.

Just imagine what a scramble there would be among us poor New Yorkers if we had the chance of entering heaven at fifty cents a head!

Dear, delightful knowledge-and-wisdom-monopolizing Boston errs on rare occasions in the proprieties, but seldom did she err worse than when these two advertisements followed each other in the columns of one of her greatest dailies. Both appeared under the head of "amusements."

— Theater. "Adonis." Henry E. Dixey and full company. 60 beautiful and shapely girls. Skirt and serpentine dances. Gorgeous scenery and stage effects. Brilliant music. Usual prices.

— Service of Song to-night, at 7.30, Bethesda Chapel. Opening with prayer-meeting. Admission free.

The *Catholic Times*, a strictly religious paper of Liverpool, England, used to publish every week a column of music hall and theatrical announcements, side by side with notices of special church services, sermons, missions, etc. The incongruity of the advertisements frequently drew forth a protest from pious subscribers, but the



music hall advertising still continued—it doubtless paid as well or better than the church notices.

About the most grotesque instance of ill-assorted advertisements in my recollection occurred in a Chicago religious weekly (they have religious papers in Chicago, you know). One bold head-line, under "Publications," ran: "What shall we do to be saved?" while the next prominent caption beneath it read: "Go to Sinney's for choice groceries!" They looked so very much like a question and answer that readers could not fail to be amused at the curious coincidence which brought them together.

In the street cars one may often notice how the proximity of one advertisement totally spoils the effect of the other. Here is an instance:

The Motto Shoe is the easiest and cheapest on the market.

The next card reads as if, by accident or design, it was intended to ruin the sale of the motto shoes:

Cheap Shoes bring on costly corns, but "CORN-CURA" supplies the remedy.—10 cents.

The motto shoe man should seek another location for his card—it is certainly "out of place."

Some people might think the proximity of these two cards rather appropriate, but I think it fails to help the dry goods firm:

Beautiful, bewildering bargains in Bengalines at RACY'S. Infinite variety of seasonable goods at low prices.

The next-door neighbor of this is one of those sadly-constructed monologues of Keasbey and Mattison's:

SHOP, match silks, try on. Then take BROMO-CAFFEINE and your headache's gone.

I am somewhat incredulous as to this alleged effect of shopping on women; at any rate the ladies of my acquaintance seem quite willing to run the risk every day of their lives, but the implication might deter nervous women from seeing the "bewildering bargains" mentioned in the previous ad.

The Recipe.—Subscriber: Don't you find it hard to fill up your Monday's paper, so little happens on Sunday?

Editor of Great Daily—Oh, no! It's easy enough. We devote most of our space to bragging about our Sunday issue.—*Truth*.

## THE ENGLISH POSTER THE BEST.

*From Town Topics.*

When "Charley's Aunt," the hilarious comedy at the Standard Theater, was first announced here, there appeared on the billboards about town a marvelous portrait of a laughing cat. There never was such an amused cat in the world before. It had apparently been laughing for hours, and now had relaxed into a passive condition of gurgling, helpless bliss. And the cat was supposed to have just said between gasps that you must not do anything until you had seen "Charley's Aunt." This was a triumph of pictorial ridiculousness imported by Manager Frohman from England. But the manager evidently failed to see the wonderful force of the fun in that cat, for, now that his supply of lithographs has run out, he has had other styles of cats made to replace the original, and there is nothing at all funny in the new litter. They are entirely unworthy of their sire. I look on this cat question as being very important in the career of "Charley's Aunt," and therefore I mention it here. The entirely humorous cat must be preserved. The inscription under the new cats, moreover, is very flat and commonplace. "There never was a minute when Auntie wasn't in it," is one of the weakest observations ever made, and you may be sure the original cat from London would not be guilty of such a commonplace. No; as our transatlantic friend fairly keeled over with laughter, he merely murmured: "Don't do anything until you have seen Charley's Aunt," and then he leaned against the wall and tried to suppress his mirth long enough to eat. I do not like to see a true piece of humor buried by an unsympathetic manager, who will set up in its place a lot of back-fence felines, and such a motto as "There never was a minute when Auntie wasn't in it."

## MARKED COPIES.

*Troy (N. Y.) Telegram, Nov. 10.*

BUFFALO, Nov. 9.—Six thousand copies of *Town Topics* were burned in the furnaces of the post-office here last night, because of violation of the postal laws. Each paper was stamped "marked copy," and inside a blue pencil mark was drawn about their advertising rates and a series of books recently printed. This prohibited the publication being sent as second-class matter, and the proprietors refusing to pay circular rates the papers were destroyed.

## SOME LEADING NEWSPAPERS.

### MASSACHUSETTS.

**Farm-Poultry**, Boston, monthly: regular circulation 30,711, much larger than any other publication in Massachusetts devoted specially to the live stock interest, or than any other Poultry journal in the United States.

### MISSOURI.

**MEDICAL BRIEF**, monthly, St. Louis, has a regular issue of 30,473 copies, guaranteed by American Newspaper Directory, a larger circulation than any other medical journal in the world.

### ONTARIO.

## SUNDAY SCHOOL BANNER

The Sunday School Teachers' Journal of Canada, Toronto—Is one of the (only six) monthly publications in Toronto, Ontario, the exact accuracy of whose circulation ratings the American Newspaper Directory guarantees by a \$100 forfait. Its record shows a regular issue for the past year of 16,975 copies.

## PENNSYLVANIA.

**Pittsburgh PRESS** has the largest circulation rating of any daily in that city, viz: 40,964

## WISCONSIN.

**NORDSTERN**—Established 1856. First-class in every particular. The standard German newspaper, known and praised everywhere, choice of tone and language, clean of tendencies, a model in printing and make-up, an educator in the German language, and the most substantial and widest circulated of all La Crosse newspapers. The daily now is in its second year, and successful

## Displayed Advertisements

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

**SEATTLE TELEGRAPH**, the leading Democratic daily north of San Francisco.

**STAMPS FOR COLLECTIONS**—Send for lists. **E. T. PARKER**, Bethlehem, Pa.

**SUPERIOR** Mechanical Engraving, Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

**LADIES' HOME JEWEL**, New Haven, Ct. A High-Class Magazine. Will pay advertisers.

**The Household Pilot** and **Modern Queen**, New Haven. Circulation extends into every State and Territory.

**STAMMERING CURED!** text-books. School, 394 South First St., Brooklyn, N. Y.

**GERMANIA** Magazine for the study of the German language, and literature. For sample copies, rates of advertising, etc., address **GERMANIA**, Manchester, N. H.

**NIAGARA FALLS TUNNEL LANDS** and **BUFFALO REAL ESTATE**. **KINGSLEY**, 39 Niagara Street, Buffalo, N. Y. Maps and Booklets on application.

**The Housekeeper**, Minneapolis, Minn. **Woman's Home Paper**. **Pays Advertisers.**

**PUBLIC OPINION** Always pays Advertisers. Washington, N. Y.

**FREE** Will insert your ad free if we don't prove 30,000 every month. Rate, 15c a line. Once a Month, Detroit, Mich.

## RAPID ADDRESSING.

The only authentic Trade Lists, Envelopes and Wrappers addressed in a hurry by machinery. Names guaranteed absolutely correct. For particulars address **F. D. BELKNAP**, Pres't., 314, 316 Broadway, New York City.

## NEW YORK LEDGER

BEST  
HALF-TONE  
PORTRAIT,  
Single col.,

\$1.50

CHICAGO PHOTO ENG. CO., 185 Madison.

## A COMPARISON

During 1892 **THE EVENING POST** contained 377,852 lines more advertising than any other evening paper in New York City, a visible concession to its superior value as an advertising medium.

## THE EVENING JOURNAL,

JERSEY CITY'S

FAVORITE FAMILY PAPER.

Circulation, - - - 15,500.

Advertisers find IT PAYS!

## PATENTS

HOPKINS & ATKINS,  
Washington, D. C. 39  
years' experience.  
Write for information

## TRIAL

BALANCES MADE EASY by Goldman's Advanced System. No change, rechecking or copying! Request descriptive circular. **Henry Goldman**, Inventor, Major Bldg., Chic.

## California

Its disadvantages as well as advantages, its climate and resources. Description and with advice to those contemplating moving there, by an old resident. Send 25c. Postal Note to **H. L. WILLIAMS**, Summerland, Santa Barbara Co., Cal.



## FRENCH ADS.

French Advertisements, French Circulars, French Booklets, French Catalogues, French Pamphlets, French Translations from English and German. **JOS. FRANCOIS**, 1500 Notre-Dame Street, Montreal, Canada.



## MANUFACTURING RUBBER STAMPS

By our improved process, with a "New York" Vulcanizer is pleasant and profitable work, requiring little capital. Circulars free. Mention this paper. Our vulcanizers received highest award, medal and diploma at World's Fair. **BARTON MFG. CO.**, 338 Broadway, N. Y.

## PNEUMATIC TUBES

FOR NEWSPAPER OFFICES.

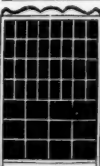
SEND FOR ESTIMATES TO

**METEOR DESPATCH CO.**,

23 E. 14th St., New York.

89 State St., Boston.

The New York Press, uses our system.



## The Deadly Parallel!

WOOD SHELVING	WIRE SHELVING
Is heavy.	Is light.
Is clumsy.	Is graceful.
Collects dust.	Absolutely clean.
Harbors vermin.	Harbors no vermin.
Obstructs light.	Admits light.
Occupies space.	Utilizes space.
Promotes profanity.	Promotes Christianity.

Pope Rack Co., St. Louis, Mo.

## STUDY LAW AT HOME.

TAKE A COURSE IN THE Sprague Correspondence School of Law.

(Incorporated) Send ten cents (stamps) for particulars to

**J. COTNER, JR.**, 1500 V. DETROIT, MICH.  
25 Telephone Bldg.



## YOU NEED HELP?

The California Press Bureau  
Furnishes It!

News, Editorials, Stories, Wit and Humor, Correspondence, supplied everywhere.

## FOREIGN CORRESPONDENCE

and Midwinter Fair Letters a Specialty.

Address **CALIFORNIA PRESS BUREAU**,  
SAN JOSE, CAL.

**ADVERTISERS** "Keep your eye on  
**GODEYS**"

because the reading public are getting,  
through us,  
"2 for the price of 1,"  
which means—"Practically your choice of any  
American Periodical Free."

**WATCHES**  
Are the Best **PREMIUMS**.  
Address the manufacturers direct,  
**THE PHILADELPHIA WATCH CASE CO.,**  
**RIVERSIDE, N. J.**

# The Sacred Heart Review

OF BOSTON. THE GREAT RELIGIOUS WEEKLY OF NEW ENGLAND.

## Four Million Daily Passenger Traffic

### IN TEN THOUSAND STREET CARS

which run in principal American cities.

Cost of regular size sign in all these cars, about \$140.00 daily, less than  
\$35.00 for each million, 3½ cents for each thousand passengers reached.

About proportionate cost for any number of cars, few or many.

Before making contracts for this or any other class of advertising,  
consult

**CHAS. K. HAMMITT, Advertising,**  
**231 Broadway, New York.**

A SMALL MAN AND A BIG BOY.



# WE

**CAN RUN IT.**



**The "NEW MODEL" Newspaper Web.**

**CAMPBELL PRINTING PRESS & MFG. CO., - - 160 William Street, New York.**

## "Publications That Pay Advertisers."

(Copyrighted.)

A Book for Advertisers, comprising the names of Weekly and Monthly publications that give results. Nothing like it has ever before been issued, and it will be found of great value to present and intending advertisers, and an aid to a judicious selection of mediums. It gives the names of the papers, tells what they are devoted to, tells where they circulate, gives the circulation, gives the rates, with discounts, tells when they go to press, and other information of value.

I find your book a better help to me than all the large newspaper directories combined.

With it I have no trouble in preparing a list of any particular class of papers I may want.

F. W. KIMBALL, Proprietor "Kimball's Anti-Rheumatic Ring,"

No. 3 Union Square, New York.

Our business being done entirely through the mails, we find "Publications That Pay Advertisers" of great help to us, as it gives the location of the circulation of many publications and other information we could not otherwise obtain.

COLES CHEMICAL COMPANY, No. 217 Delancey street, New York City.

Testimonials have been received by the hundred. Over two hundred cash orders were received from advertisers and others from the first circular sent out. Mailed on receipt of price, \$1.00.

**B. L. CRANS, No. 10 Spruce St. (Room No. 4), New York City.**

# The RECORDER

keeps on  
GROWING.

**S** EVENTY-FIVE COLUMNS OF displayed advertisements were published in **The Sunday Recorder** of yesterday. It led, in this all-important business feature, every other newspaper published in New York.

The *World's* displayed advertisements footed up 16 columns less than **The Recorder's**, and the *Herald's* share of this leading class of advertising business fell 37 columns below that of this journal.

The leadership of the metropolitan press in the preference of the largest business advertisers, which **The Recorder** is thus seen to have, means a great deal. The merchants of New York who make the most frequent and most extensive use of printer's ink in the columns of the daily newspapers are not likely to be mistaken in placing their business announcements. They aim constantly to catch the eyes of the largest number of the purchasing public. They want to attract the attention of the great army of shoppers. They know that to do this they must reach the homes where the housekeeping part of the community live, because there are the people who have rooms to be furnished, children to be clothed, and family supplies of all kinds to buy.

**The Recorder's** circulation is stated in the usual self-verifying way, by giving the actual orders of the various newsdealers.

Alike as to advertising business and circulation **The Recorder** continues to grow in the confidence and favor of the public.—*New York Recorder*,

Monday, Nov. 20, 1893.

# "GRANDIFLORA PROSPERITAS."

Copyright, 1893, The Gannett & Morse Concern.

Is it

## A WONDER

that, by using our *Key to one million*, two hundred and twenty-one thousand thrifty homes of the mighty middle classes, stringency and stagnation are turned into plenitude and prosperity, and every man is enabled to become

## A CASH RAISER

and personal prosperity promoter?

Think of the pans and pots for the pantry; the crockery and cutlery for the kitchen; the eatables and drinkables for the dining-room; the curtains, chairs and carpets for the chambers; the readables and writables for the library; the pictures and pretty things for the parlor, and the things wearable and tearable; makable and breakable; medical and musical; usable and abusable; sowable and growable; hoeable and mowable—think of the thousand and one necessities and luxuries, in the purchase of which six million people are guided by their favorite paper—COMFORT!

Could one man supply the above commodities to this multitude of money spenders, he would become

## A MILLIONAIRE

in a single day, for their purchases exceed a hundred and fifty millions every month in the year!

That's why the field cultivated by COMFORT is unequalled for Cash Raising. For the asking, we will send a copy of "Profitable Paragraphs for Panicky Periods," which tells you what *those who have tried it* say.

### 11 MAIL CARS.

As twenty days are required to print a single edition of *Comfort*, which fills eleven U. S. mail cars, and as thirty days more elapse before a majority of the copies reach their destination, THE PRESENT is the most profitable time for advertisers of Spring Goods to make public their announcements in *Comfort*.

Space of all leading agents,  
NETT & MORSE CONCERN,  
Augusta, Maine. Boston Office,  
New York Office, Tribune  
Representative.

or of us. THE GAN-  
Publishers COMFORT,  
28 Devonshire Street,  
Build'g, HENRY BRIGIT,



You should Subscribe for  
**PRINTERS' INK,**

"The Little Schoolmaster in Advertising."

---

**PRINTERS' INK** is issued weekly and aims to reflect the current thought and tendencies of the advertising world. It searches out the brightest and most experienced advertisers and advertising men, prints signed articles or interviews from them.

**PRINTERS' INK** aims to give suggestions to large and small advertisers—not alone by precept but by example as well. Advertisements that are notable are reproduced and commented upon. The experiences of various advertisers are compared.

**PRINTERS' INK** is not a large paper. Its small size is its special feature. Readers do not have to search through a mass of chaff to find a kernel of wheat. Even the old advertiser has his wits sharpened by contact with the brightest minds in the business.

The subscription price of  
**PRINTERS' INK** is \$2.00  
a year. All orders should  
be addressed to

**PRINTERS' INK,** \_\_\_\_\_

\_\_\_\_\_ 10 Spruce St., New York.

## To the *Librarian.*

For the benefit of your clients, don't you think you ought to keep PRINTERS' INK, "a journal for advertisers," on file in your reading-room? It is a trite saying that advertising is a science. Its chief exponent is PRINTERS' INK. Advertising is closely allied to literature, and "The Little School-master in the Art of Advertising" will be found a desirable addition to your list of current periodicals.

We solicit your subscription and inclose a blank. PRINTERS' INK is published weekly, and costs \$2 a year.

Address subscriptions and all other communications to

**PRINTERS' INK,**  
**10 Spruce St., New York.**

NOTICE—The publishers of PRINTERS' INK will present a copy of the American Newspaper Directory for 1893 to every librarian who applies for it. This is the standard catalogue of newspapers, now in its 25th year. It contains 1,775 pages. Will be sent to librarian by express.

**"Frank Seaman controls patronage because he knows how to make and place an advertisement."**  
**—Mr. Geo. P. Rowell, in Printers' Ink.**

## Advertising in 1894.

At this season many firms and corporations are considering the matter of advertising for next year.

They will wish the services of an agent in whose trustworthiness and integrity they can have absolute confidence.

If my customers had not this confidence in me I should not be able to handle their business successfully, and I refer to all of them, among whom are :

Eastman Kodak Company, Rochester, N. Y.,  
 Colgate & Co., New York,  
 Atchison, Topeka & Santa Fé Ry., Chicago, Ill.,  
 Colorado Midland Ry., Colorado Springs, Col.,  
 Price Flavoring Extract Co., Chicago, Ill.,  
 Chicago, Rock Island & Pacific Ry., Chicago, Ill.,  
 Nederland Life Insurance Co., New York,  
 Chicago & Great Western Ry., Chicago, Ill.,  
 Overman Wheel Company, Chicopee Falls, Mass.,  
 Michigan Central Ry., Chicago, Ill.,  
 Yawman & Erbe, Rochester, N. Y.,  
 Delaware & Hudson Ry., Albany, N. Y.,  
 Decker Brothers, New York,  
 Great Northern Ry., St. Paul, Minn.,  
 Jaros Hygienic Underwear Co.,  
 Chicago & North-Western Ry., Chicago, Ill.,  
 Union Pacific Ry., Omaha, Neb.,  
 Washburn Crosby Co., Minneapolis, Minn.,  
 R. R. Appleton Co., New York,  
 Baltimore & Ohio Ry., Baltimore, Md.,  
 Northern Pacific Ry., St. Paul, Minn.,  
 Canadian Pacific Ry., Montreal,  
 E. Fougere & Co., New York,  
 Rochester Optical Co., Rochester, N. Y.,  
 Wyckoff, Seamans & Benedict, New York,  
 Wisconsin Central Ry., Chicago, Ill.

**I have never lost a customer.**

### BRANCHES:

33 Wall St., N. Y.  
 1227 B'way, N. Y. (Allen Adv'g Agency).  
 79 Dearborn St., Chicago.

**FRANK SEAMAN,**  
 874 Broadway, New York.